EXHIBIT 300   **UII 028-000000100**

Exhibit 300: Capital Asset Summary

Part I: Summary Information And Justification (All Capital Assets)

Section A: Overview & Summary Information

Date Investment First Submitted: 2009-06-30
Date of Last Change to Activities: 2012-07-31
Investment Auto Submission Date: 2012-02-29
Date of Last Investment Detail Update: 2012-02-27
Date of Last Exhibit 300A Update: 2012-08-31
Date of Last Revision: 2012-08-31

Agency: 028 - Small Business Administration   **Bureau:** 00 - Agency-Wide Activity

Investment Part Code: 01

Investment Category: 00 - Agency Investments

1. Name of this Investment: OCPL: Business Gateway

2. Unique Investment Identifier (UII): 028-000000100

Section B: Investment Detail

1. **Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

   Business Gateway Overview: The Business Gateway investment represents the Small Business Administration's (SBA) digital strategy to provide small businesses and aspiring entrepreneurs with information and services that save time and money, engage citizens to participate, and enable collaboration. The investment has been updated to reflect a strategic shift in the use of the Web as the primary platform for distributing information to help small businesses. Background: Business Gateway began as an e-Government Initiative in 2003. Managed by SBA, the program was a partnership of 22 Federal agencies, each of whom provided a portion of the program funding. The initiative focused on using information technology to improve the delivery of information and services to the small business community through the Business.gov Web site. Future Plans: The redesigned SBA.gov Web site launched in FY 2011. SBA envisions continuous enhancement with major functional releases at least once a year. Some of the new tools and services that will be offered during FY 2011 include a Lender Toolkit and community tool. In FY 2012, SBA plans further functional and technical improvements including a migration to cloud computing, creation of widgets and online access to SBA customer information.

2. **How does this investment close in part or in whole any identified performance gap in**

EXHIBIT 300   **UII 028-000000100**

support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.

   The addition of the SBA Direct tool - a new customer-centric tool provides targeted content based on users' selection criteria - has streamlined the information search functionality of the site and has improved customer online usability. In addition, the addition of the SBA online Community allows users to discuss small business topics with their peers and helps facilitate the information flow so vital to budding entrepreneurs.

3. **Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.**

   Launched the following: - Integrated business.gov and SBA.gov into a new SBA.gov portal - SBA online community portal - SBA Direct - new online custom search tool - Added Google search appliance - Added Google translate functionality - Added new Drupal CMS - content management tool - Added social media sites, including Facebook, twitter, YouTube...

4. **Provide a list of planned accomplishments for current year (CY) and budget year (BY).**

   For FY 2012, enhancements to the site include integrating the community content within the SBA Direct tool; increasing the performance and processing speed of the site; creating new small business widgets that drive user-centric content; launch an updated Lender portal; integrate the green platform/small business platform; and create and engage the agency in recurring content management and 508 training sessions. Looking to move hosting to the cloud.

5. **Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.**

2005-07-21

EXHIBIT 300   UII 028-000000100

Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding				
	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	$0.9	$0.8	$0.8	$0.8
DME (Excluding Planning) Costs:	$1.9	$1.4	$1.5	$1.3
DME (Including Planning) Govt. FTEs:	$0.4	$0.1	$0.1	$0.1
Sub-Total DME (Including Govt. FTE):	$3.2	$2.3	$2.4	$2.2
O & M Costs:	$1.3	$1.8	$1.9	$1.7
O & M Govt. FTEs:	$0.1	$0.5	$0.5	$0.5
Sub-Total O & M Costs (Including Govt. FTE):	$1.4	$2.3	$2.4	$2.2
Total Cost (Including Govt. FTE):	$4.6	$4.6	$4.8	$4.4
Total Govt. FTE costs:	$0.5	$0.6	$0.6	$0.6
# of FTE rep by costs:	4	4	5	5

Total change from prior year final President's Budget ($)		$-2.2	$-1.8	
Total change from prior year final President's Budget (%)		-32.65%	-27.33%	

EXHIBIT 300   **UII 028-000000100**

2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:

During FY10, Business Gateway included supporting two Websites: Business.gov and SBA.gov and the thought was that support would continue for both sites through 2011. Since the Business Gateway WARP project included migrating both sites late in 2010 with Business.gov community migrated in May of 2011, the delta in funding requests and actual budget is primarily the result of the merger - requiring only the support of SBA.gov - the new Business Gateway.

EXHIBIT 300   **UII 028-000000100**

Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy											
Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value ($M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
Awarded		FCG-F30382									
Awarded		FCG-F30382									
Awarded	7300	SBAHQ10F0240									
Awarded	7300	SBAHQ11D000									
Awarded	7300	SBAHQ10F0272									
Awarded	7300	SBAHQ10D0011									

2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:

EXHIBIT 300   **UII 028-000000100**

Exhibit 300B: Performance Measurement Report

Section A: General Information

Date of Last Change to Activities: 2012-07-31

Section B: Project Execution Data

Table II.B.1 Projects

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost ($M)
15920	PROJ: FY11 Small Business Platform / Green	Small Business Platform (SBP) is a web platform with web services possessing search, data, and distribution functionality to allow small businesses and other agencies the opportunity to build tools using publicly available datasets.			
15922	PROJ: FY11-FY12 SBA.gov	SBA plans further functional and technical improvements including a migration to cloud computing, creation of widgets and online access to SBA customer information.			

Activity Summary

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities ($M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance ($M)	Cost Variance (%)	Total Planned Cost ($M)	Count of Activities
15920	PROJ: FY11 Small Business Platform / Green							

EXHIBIT 300

UII 028-000000100

Activity Summary								
Roll-up of Information Provided in Lowest Level Child Activities								
Project ID	Name	Total Cost of Project Activities ($M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance ($M)	Cost Variance (%)	Total Planned Cost ($M)	Count of Activities
15922	PROJ: FY11-FY12 SBA.gov							

Key Deliverables								
Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
15920	PROJ: FY11 Small Business Platform / Green - Platform Analysis, Planning & Development Q1 / Q2	Platform Analysis, Planning & Development	2011-03-30		2011-03-31	149	-1	-0.67%
15922	PROJ: FY11-FY12 SBA.gov - FY11 SBA.gov Task Order 1 Technical Analyses and Documentation	Technical Analyses and Documentation	2011-08-31		2011-09-29	76	-29	-38.16%
15922	PROJ: FY11-FY12 SBA.gov - FY11 SBA.gov Task Order 1 System Security Requirements	System Security Requirements	2011-08-31		2011-09-29	76	-29	-38.16%
15920	PROJ: FY11 Small Business Platform / Green - Platform Analysis, Planning & Development Q3 / Q4	Platform Analysis, Planning & Development	2011-09-30		2011-09-30	182	0	0.00%
15922	PROJ: FY11-FY12 SBA.gov - FY12 SBA.gov Task Order 2 System Security Requirements	System Security Requirements	2012-02-28		2012-04-30	180	-62	-34.44%
15922	PROJ: FY11-FY12 SBA.gov - FY12 SBA.gov Task Order 2 Technical Analyses and Documentation	Technical Analyses and Documentation	2012-02-28		2012-04-30	180	-62	-34.44%

EXHIBIT 300

UII 028-000000100

				Key Deliverables				
Project Name	**Activity Name**	**Description**	**Planned Completion Date**	**Projected Completion Date**	**Actual Completion Date**	**Duration (in days)**	**Schedule Variance (in days)**	**Schedule Variance (%)**
15922	PROJ: FY11-FY12 SBA.gov - FY12 SBA.gov Task Order 3 System Security Requirements	System Security Requirements	2012-09-28	2012-09-28		211	0	0.00%
15922	PROJ: FY11-FY12 SBA.gov - FY12 SBA.gov Task Order 3 Technical Analyses and Documentation	Technical Analyses and Documentation	2012-09-28	2012-09-28		211	0	0.00%

EXHIBIT 300   **UII 028-000000100**

Section C: Operational Data

Table II.C.1 Performance Metrics								
Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
Percentage of unique visitors who use SBA direct.	percentage	Customer Results - Customer Benefit	Over target	5.300000	6.000000	6.000000	6.500000	Quarterly
Overall customer satisfaction score	percentage	Customer Results - Customer Benefit	Over target	71.000000	71.000000	71.000000	72.000000	Quarterly
SBA.gov homepage load time (average of top 4 web browsers)	seconds	Technology - Technology Costs	Under target	10.000000	8.000000	10.000000	6.000000	Monthly
Maintain 99.8% service level of site - Standard agreement between hosting vendor and SBA	percentage	Technology - Reliability and Availability	Over target	99.800000	99.800000	99.800000	99.800000	Quarterly
Maintain 0 security incidents with SBA.gov	number	Process and Activities - Security and Privacy	Under target	0.000000	0.000000	0.000000	0.000000	Quarterly